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CENTRAL INTELLIGENCE AGENCY
INFORMATION REPORT

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COUNTRY	East Germany	REPORT	
SUBJECT	Plan to Allot More Space to Foreign Exhibitors at Future Fairs in Leipzig	DATE DISTR.	14 February 1955
DATE OF INFO.		NO. OF PAGES	3
PLACE ACQUIRED		REQUIREMENT NO.	RD
DATE ACQUIRED		REFERENCES	

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THE SOURCE EVALUATIONS IN THIS REPORT ARE DEFINITIVE.
THE APPRAISAL OF CONTENT IS TENTATIVE.
(FOR KEY SEE REVERSE)

1. The following are East German government statistics affording a comparison of the 1953 with the 1954 Leipzig Fair according to number of exhibitors, number of visitors and amount of space occupied by the exhibits.

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Number of exhibitors

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1954

9,394, from 36 countries
(including seven Soviet
Bloc countries)

1953

8,196, from 26 countries
(including seven Soviet
Bloc countries)

Number of visitors

673,000, from 56 countries
(including 15,500 from West
Germany and 7,400 from out-
side of Germany)

538,000, from 52 countries
(including 8,245 from West
Germany and 5,075 from out-
side of Germany)

Space occupied by the exhibits

241,000 square meters
(including 11,772 square
meters occupied by West
German exhibitors and
12,549 by exhibitors from
"capitalistic" countries)

195,000 square meters
(including 3,436 square
meters occupied by West
German exhibitors and
4,170 by exhibitors from
"capitalistic" countries)

This information was included in a general survey devoted to preliminary planning for the Spring 1955 Fair to be held in Leipzig.

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2. Some well known West German firms which had exhibits for the first time since 1945 were Deutsche Edelstahlwerke, Kloeckner, Ruhrstahl, A.G., I.G. Farben-Nachfolgegesellschaften, MAN, Zuendapp, Pfaff-Naehmaschinen, and others.

3. The amount of business done at the Leipzig Fairs of 1953 and 1954, according to [] East German figures, which do not include business done by various Soviet Bloc trade delegations which were present at the fairs, was as follows:

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<u>1954</u>	<u>1953</u>
1,892 billion rubles, export	909 billion rubles, export
545 billion rubles, import	255 billion rubles, import

4. Because of the demand from West Germany and non-Soviet Bloc countries for more exhibition space at the Leipzig Fair, the Presidium of the East German Council of Ministers drew up the following plan for the reallocation of space, to be carried out by the Ministry for Foreign and Domestic Trade:

- a. The total exhibition space available for the Leipzig Fair amounts to 241,000 square meters (including open-air exhibition space). In 1954, the space was allocated as follows: East Germany, 183,300 square meters, or 76%; Soviet Bloc countries, 33,500 square meters, or 14%; West Germany, 11,700 square meters, or 4.9%; non-Soviet Bloc countries, 12,500 square meters, or 5.1%.
- b. For the 1955 Spring Fair, the allocations for Soviet Bloc countries were to remain the same, but those for West Germany and non-Soviet Bloc countries were to be increased by 14,000 and 3,000 square meters respectively.
- c. Since there were no finances available for the construction of additional exhibition space, the increase in the space allocated to West Germany and non-Soviet Bloc countries would have to be made available by reducing the space allocated to East German exhibits. This was to be accomplished by applying the principle that the primary purpose of the Leipzig Fair is to encourage exports and that consequently those potential exhibitors most directly connected with exports should be given priority in the allocation of space. This would be carried out along the following general lines:
 - (1) Grosshandelskontore, Deutsche Handelszentrale, and other domestic trade organizations which have formerly had exhibition space should have none allocated to them for the Spring Fair. They should be allocated office space on the grounds or be required to use their offices in the city of Leipzig for whatever business they have to transact.

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- (2) The space allocated to the nationalized enterprises (VEBs) in the Models Section (Mustermesse) and the Technical Section (Technische Messe) should be reduced, and these enterprises should exhibit only products intended for export. They should also provide fewer actual products, but should employ more catalogs and drawings at their exhibition stands.
- (3) Enterprises which do not produce significantly for export should be excluded from the Fair.
- (4) All exhibits and displays which have no direct foreign trade significance should be excluded from the Fair.
5. A commission was set up by the Presidium of the Council of Ministers for the purpose of coordinating preparations for and the running of the Leipzig Fair and to settle any problems or disputes arising out of the reallocation of exhibition space for the Fair. The Minister for Foreign and Domestic Trade was to be the chairman of this commission which was to include representatives of the ministries most interested in the Leipzig Fair, as well as the mayor of the city of Leipzig and the director of the Leipzig Fair Office (Leipziger Messeamt).

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